



Tourism & Events Department
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To: David Scholefield, Chairperson
Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: December 20, 2016

Subject: FY2016/17 New Event Development Program

Attached are proposed FY2016/17 new event development program guidelines for the commission consideration. Proposed changes highlighted in red take into consideration recent market activity as well as TDC comments and recommendations provided by the event working group.

Proposed New Event Development Program considerations include the following:

- Marketing and promotional value opposed to direct fund match
- Deadline for application submittal
- Usage of event funds
- Location of eligible events

Requested Action

If the Commission wishes to approve the proposed FY2016/17 New Event Development Program guidelines, action by motion is required. Or if the Commission wishes to consider additional changes, staff will proceed accordingly.



New Event Development Funding Guidelines

Item 4a

OVERVIEW

FAQ: New Event Development Funding Program

- The amount of funding available is a minimum of \$30,000 and a maximum of \$75,000 and must be used ~~in a dollar for dollar match~~ for pre-event marketing and promoting. Marketing and promotional value must equal sponsorship funding. ~~the event.~~
- If your event is taking place during May through December, you are eligible to receive an additional 10% above the eligible funding.
- Events can participate in this program for a maximum of three years.
- Your event is not eligible for funding if it receives direct funding support from other bed tax supported event programs.
- Your event must support one or more of the following tourism drivers: art and culture, culinary, golf, sports and recreation or western.
- The funds provided are to be used to support your marketing efforts both in and out-of-state.
- The funds provided must represent no more than 30% of your entire event budget.
- You must apply for the funds at minimum of 90 days prior to the event start. ~~Proposals that are not submitted by the deadline will be not reviewed unless the applicant demonstrates that compliance within the deadline was impractical or impossible, or the Tourism Manager determines that the delayed application will not impair the City's ability to conduct a complete review.~~
- The funds will ~~only cover marketing and promotion not cover the cost~~ exclusive of public relations agency fees or talent appearing at your event.
- All funds earmarked for your event will not be paid until after the event is completed and all required proof of contractual agreements have been submitted.

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I. What is the New Event Development Funding Program?

Major events are an important component of Scottsdale's overall image and its "product". Events can be used as tools for marketing programs that entice visitors to the City.

The New Event Development Funding Program supports events that increase national and international visibility for Scottsdale as a desirable tourist destination to hotel and resort visitors and generate incremental Scottsdale room nights associated with the event.

The funding amount available is between \$30,000 and \$75,000. Funding in excess of \$75,000 will be considered on a case by case basis. The city will match up to 30% of the overall event budget, up to \$75,000

Events would have the opportunity to participate in this program for a maximum of three years. After three years of funding support, events ~~would~~may have the opportunity to participate in other city event funding programs.

Seasonality

If the event takes place between the months of May through December the event is eligible to receive an additional 10% above the eligible funding.

II. How does an event qualify for consideration?

All events seeking New Event Development Funding from bed tax must meet all of the following criteria in order to be eligible for funding consideration:

- Support one or more of the following tourism drivers: art and culture, culinary, golf, sports and recreation, and western.
- Events must be held in the corporate limits of the City of Scottsdale. Consideration will be given to events that: 1) Provide a large regional benefit, 2) Receive direct dollar support from multiple cities.
- Provides the following: 1) Of general community interest, 2) Open to the general public, 3) Designed to attract community-wide participation, 4) Has obtained all necessary governmental permits.
- Marketing dollars can be spent inside and outside of Maricopa County to promote the event and enhance Scottsdale's attractiveness as a tourist destination.
- Event must be non-discriminatory in nature and provide reasonable accommodations for those with special needs.
- An event is not eligible if the event or tournament receives direct funding support from other bed tax supported event programs.
- New Event Development Funding will not cover cost of public relations agencies or talent.
- Proposal is due at least 90 days prior to the event. Proposals that are not submitted by the deadline will be not reviewed unless the applicant demonstrates that compliance within the deadline was impractical or impossible, or the Tourism Manager determines that the delayed application will not impair the City's ability to conduct a complete review.

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III. How do I apply for New Event Development Funding?

In order to be considered for event funding, a comprehensive sponsorship proposal addressing why this sponsorship would meet the City of Scottsdale tourism program objectives and how the event would ensure the City's sponsorship return on investment is required.

The following process has been developed which provides necessary information for the City of Scottsdale, TDC to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to one to two months to complete.

1. Review the "Event Qualification Criteria" in Section II
2. Submit a proposal identifying the necessary proposal requirements
3. Evaluation of a request by TDC (TDC meets each month every third Tuesday)
4. Recommendation to City Council for approval (Following TDC recommendation allow four weeks for council presentation).
5. Formal action by City Council

IV. What to include in your Proposal?

- Identify the name, date, location of your event, and host hotel if applicable along with the proposed sponsorship request.

- Describe event, participants, attendees and how you will provide qualitative and quantitative information regarding event attendees and participants.
- [Provide event budget including estimated revenue and expenses](#)
- Include all levels of sponsorships in your proposal including the level you are requesting for the City of Scottsdale.
- Describe how the event will contribute to the Scottsdale CVB branding efforts as well as provide exposure nationally, internationally and/or outside Maricopa County for Scottsdale's attractiveness as a destination to our target upscale resort visitor.
- Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale as generate room nights as well as enhance the length of stay.
- Outline how evidence of room nights in Scottsdale hotels as a result of the event will be provided.
- A detailed, itemized list of what sponsorship benefits the City of Scottsdale will be receiving as part of the sponsorship package. Please include direct cost impression values, quantity, distribution methods
- Provide economic study or economic impact results of the event and the estimated impact on Scottsdale.

V. Approved Uses

- Approved funds are based on [pre-event marketing or promotional value . a dollar-for-dollar match](#). For example, if an event is approved to receive \$30,000, the total value cost of pre-event marketing or promotion expenditures required is required is \$630,000. [Of which pre-event marketing or promotional value can be considered up to 50%.](#)
- New Event Development Funding will not cover cost of public relations agencies or talent.

VI. What is my responsibility as an event producer?

Upon approval of funding, an "Event Agreement" between the event producer and the City of Scottsdale will define the contractual responsibilities of the two parties.

Among other things the contract requires the event producer to:

- Use City logo or an event sponsorship logo provided by the Scottsdale Convention & Visitor Bureau.
- May require an event producer to allow the city to conduct an event intercept survey during the event using questions selected by the city at the event producer's expense.
- Use a City approved method to track room nights associated with the event.
- Comply with all City of Scottsdale application, permit, insurance, and approval requirements and processes for Special Events.
- A completed Post-Event Report will be required as identified in the "Event Agreement".
- City of Scottsdale [mayis expected to](#) receive benefits equivalent to similar sponsorship levels.

VII. When will I receive the funding?

The approved funding will be provided post-event, once all contract requirements have been fulfilled.

VIII. Contacts

For questions or assistance, please call the City of Scottsdale Tourism and Events Department at 480-312-7177 or email inquiries to HShannon@Scottsdaleaz.gov

FINAL NOTES

The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image and provide measurable return to the City of Scottsdale and the industry:

- All eligible proposals received on or before the deadline will be evaluated by City Staff and the City's Tourism Development Commission.
- Incomplete and/or incorrect proposals will be returned to producer for correction.
- This communication is an invitation to submit a proposal and should not be interpreted as approval of City funding for the event. Actual funding amount and specific uses must be specifically authorized by the City.
